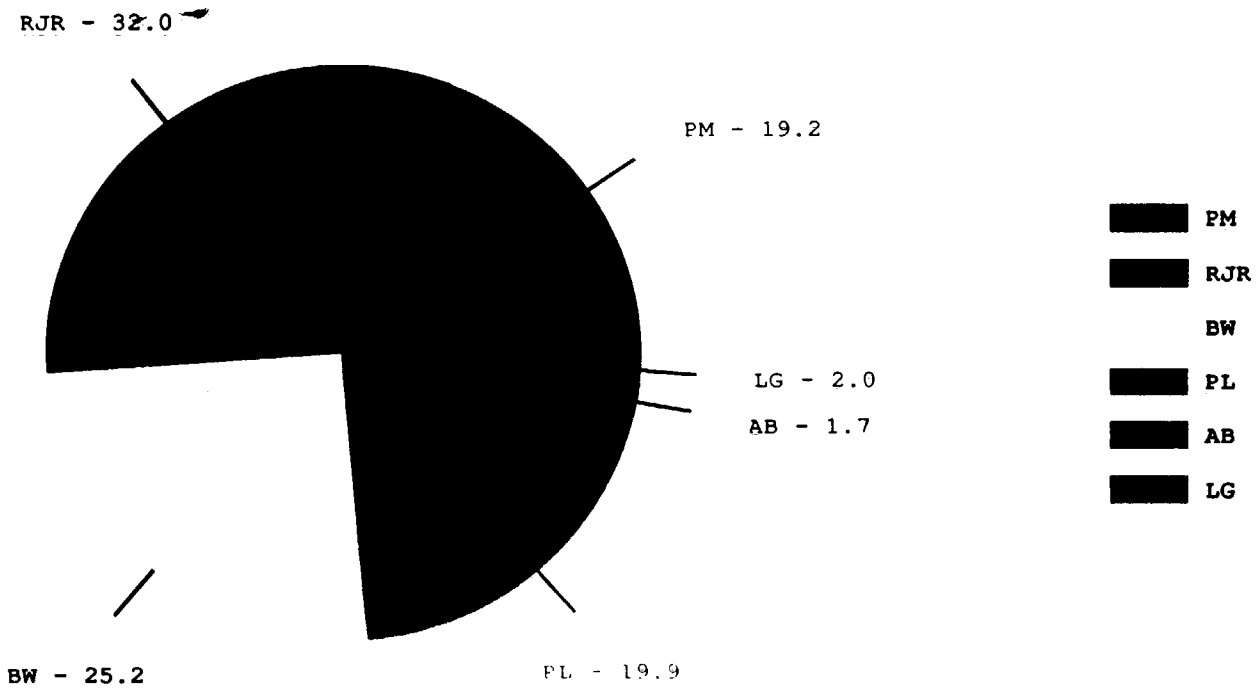
Menthol Segment
1989 Market Share



1989 Market Share (25.6%)
Total Volume = 134.0 Billion Units

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Source: https://www.industrydocuments.ucsf.edu/docs/snkl0000